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NEWARK, N. J.

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# NEWARK CENTRAL AREAS

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## LAND USE PLAN



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The Land Use Plan for the Central Areas of the City of Newark, approved by the Central Planning Board November 30, 1961, amends and supplements the Master Plan for the City of Newark adopted in 1947.

The Plan reflects new concepts with respect to Newark's development and redevelopment which have evolved since the passage of the Housing Act of 1949. The federally assisted urban renewal program, which is entering its most active decade, provides the means for translating plans into reality.

The Plan for the Central Areas focuses on the Newark Core, one of the City's thirteen "communities", and it includes portions of the surrounding communities. A detailed description of the Newark Core and the other communities will be found in the 314 Demonstration Report, which sets forth the City's 10-year program for renewal. This report is scheduled to be published in January, 1962.

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## LAND USE PLAN FOR THE CENTRAL AREAS

### CITY OF NEWARK

#### I. Purpose and Principles

One of the chief purposes of a Land Use Plan is to attain a reasonably balanced city and portions thereof, with proper regard for convenience and pattern of activities of persons who reside and/or work in the city. Thus, when the renewal program presently underway is completed, the city will once again continue to provide a good environment for family living as well as a healthy economic foundation on which the financing of the necessary public and private services and facilities can be based.

The Land Use plan of the central areas of Newark, as presented here, includes two basic components, namely:

- 1) A plan for the uses of land which are subject to direct public action (such as streets and highways, community buildings and recreation or open space areas, and urban renewal areas); and
- 2) A plan for the future use of privately owned land.

By regulating the use of land the City can hope to develop and re-develop eventually in a certain agreed upon pattern.

The Land Use Plan attempts to determine the most desirable locations and standards for residential, commercial, industrial and public uses. It should never be considered to be an inflexible blueprint; rather, once adopted, it should be accepted as a general guide for the future renewal and development of the City. The Plan although developed by the Planning Board, should be the guide to the Board as well as the Mayor, the Municipal Council, and Board of

Adjustment in the establishment of future land use policies and in the processing of applications for deviations therefrom.

## II. Background

Newark is on the threshold of a massive renewal program which is concentrated in the central areas of the City, and the first steps toward the New Newark have already been taken. Private commercial redevelopment is changing the skyline and complexion of the heart of the City. At the same time a combination of additional private and new public residential construction is replacing blighted and obsolete areas which the City inherited as a result of age and considerable neglect. Haphazard and uncontrolled growth which led to obsolescence and blight can no longer be tolerated.

The City of Newark is interested in achieving and sustaining the greatest possible social and economic benefits from the urban renewal program. To realize this goal, a more rational pattern of land use is essential in the vital central areas. Federal financial assistance in the form of land write downs on acquired blighted property, makes it possible to translate this goal into reality. This is the first such opportunity the City has had to undo the errors of the last hundred years; it is essential that the right decisions are made with respect to the renewal areas, since Newark probably will have to live with the new buildings for the better part of a century.

## III. Existing Land Use

The Central Areas are defined as those portions of Newark generally bounded by the Erie-Lackawanna and Pennsylvania Railroads, Proposed Route 78, and Peshine Avenue, Bergen Street, and South 6th Streets; approximately 3.5 square miles of land. The attached generalized Existing Land Use Map indicates the haphazard pattern of development with incompatible uses scattered throughout the center of the City. The map reflects a circulation system suitable for the horse and carriage, but wasteful and inefficient in

this day and age. One of the most outstanding features of the existing land use pattern is the excessive amount of land area (about 40 per cent) devoted to streets and other rights-of-way. Residential uses represent the largest single land use, constituting almost one fourth of the total land area. Commercial uses, most of which are combined with other uses occupy about ten per cent of the area, and industrial uses account for just under ten per cent. Public and semi-public uses account for almost seven per cent of the total area, with parks accounting only one per cent. Vacant land, much of which is used for open parking amounts to less than five per cent of the total. The following table summarizes the existing land uses.

TABLE I

### EXISTING LAND USE, CENTRAL AREAS

Use	Existing Acres (Approximate)
Street and Railroad P.O.W.	1000
Residential	550
Commercial	230
Mixed with other uses	(130)
Industrial	215
Public and Semi-public	150
Park	(20.5)
Vacant	115
Gross Area	2260



NEWARK, N. J.  
CENTRAL AREAS

EXISTING LAND USE 1961

- RESIDENTIAL
- COMMERCIAL
- INDUSTRIAL
- MIXED RESIDENTIAL COMMERCIAL
- MIXED RESIDENTIAL INDUSTRIAL
- MIXED COMMERCIAL INDUSTRIAL
- INSTITUTIONAL
- PARKS
- VACANT LAND OR PARKING LOTS
- MAJOR STREETS AND HIGHWAYS



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#### IV. Objectives of the Land Use Plan

##### A. Incompatible Uses

The proposed land use plan for the central areas of the City will create a more rational pattern of land use in this most strategic section of Newark. It will result in a separation of incompatible uses. It will make possible the most economic and efficient use of the high value land in the core or central business district of the City. The various reuse areas would be developed so that they will be served by, rather than be in conflict with, the proposed street and highway network.

The most intensively used highest value land in the City is concentrated along the northern half of Broad Street. One objective of the Plan is to provide for additional retail and office uses and to concentrate these intensive commercial uses in this portion of the central areas. A secondary commercial center of office and related uses would be encouraged to expand along the southern portion of Broad Street centered on Lincoln Park.

One of the characteristics of the Central Areas is mixed, often incompatible, land uses. One of the undesirable features is the existence of many obsolete industrial areas within the heart of the City. On the other hand the educational institutions suffer from being scattered in several locations and normally could not afford to consolidate their campuses. One of the objectives of the Plan is to provide for the consolidation of these important uses in areas where they can expand without adversely affecting adjacent uses. It is hoped that the expansion of the educational and other institutional uses will mark the growth of the City as a cultural center.

##### B. New Neighborhoods

The scale of the contemplated residential redevelopment requires an entirely new approach in planning for this use. In the past, residential construction occurred on a lot by lot or subdivision basis. Now the

magnitude of the proposed reuse is such, that in effect, entire new neighborhoods will be created. Within the Central Areas "new towns" of 25,000 - 50,000 persons will develop.

In the past, concern has been with the provision of off-street parking, and open space around new residential developments. Required accessory uses are still a matter of concern, however, because of the scale of the proposed new uses much more is required. In order to create complete communities the renewal areas will have to contain much more than just dwelling units and the usual accessory uses. The entire range of supporting public facilities (schools, churches, play areas, etc.) and private supporting facilities (retail stores, household and professional services, etc.) must be provided. Not only are these uses considered part of the residential reuse pattern which is still being formulated; quite possibly it may be desirable to combine these uses in the high rise buildings, since a group of buildings will be equivalent to a small neighborhood.

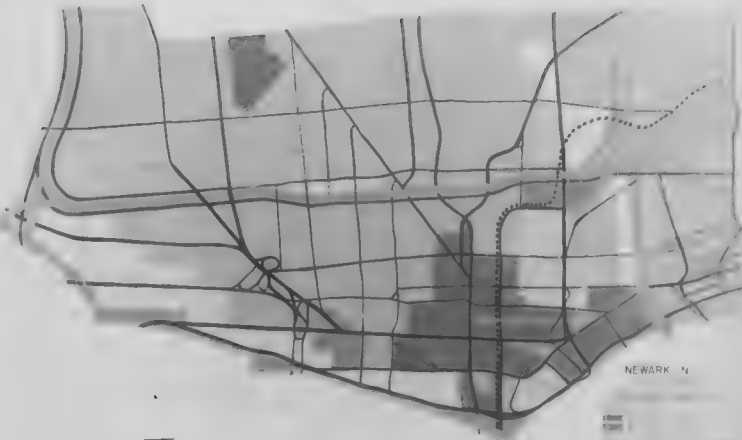
### C. Circulation Pattern

A considerably improved circulation pattern is proposed which will permit through traffic to pass around the Central Area, and provide easy access to destinations within it. The street and highway network would be improved through the provision of a new inner loop highway system; the improvement of existing streets; and through traffic engineering which will provide for more effective use of existing streets. One of the outstanding features of the Plan is the proposed reduction in the land area devoted to streets. Wherever possible, superblocks will be created in order to keep large areas free from traffic interference.

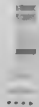
## V. Proposed Uses (See attached map for locations)

### A. Intensive Commercial

There are many advantages in concentrating the intensive commercial development generally within the area it is presently located. The trans-



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portation facilities make it accessible from all directions; it makes possible face to face contact which are important to the business community; and the retail uses benefit from the combined pulling power of a large variety of stores.

The following uses will be permitted in the area designated for intensive business:

All types of business uses and supporting facilities such as; retail stores, business offices, financial institutions, offices for the conduct of research, theaters, hotels, restaurants, and parking garages.

Government offices and other public facilities.

#### B. Secondary Commercial

A secondary commercial center exists at the lower end of Broad Street. It differs from the former area in that it lacks a concentration of major retail stores. It would not be desirable to dilute existing retail concentration. Therefore, it is proposed offices, rather than retail uses, be encouraged to develop here. All uses permitted in the intensive business area except large retail stores would be permitted.

#### C. Residential Uses

Newark has two major housing tasks; to replace its blighted housing areas, largely with low cost housing; and to provide additional attractive middle income housing in order to hold existing residents, encourage the return of families who have left for the suburbs, and to attract new residents to the City. In order to accommodate approximately 40,000 new dwelling units in the Central Areas and supply sufficient open space and parking it will be necessary to rely mainly on high rise structures. This type of residential development has a number of advantages, since it will permit many of those who are employed in Newark to walk to work, and those who commute will be close to the heart of the transportation network. High rise

structures will result in the maximum amount of open space and will make for economies in servicing.

The following uses will be permitted:

All types of residential structures with a density of ranging from a maximum of 145 dwelling units per acre for structures containing 75 per cent efficiency units, to approximately 110 dwelling units per acre in developments which contain both small and large apartments. Adequate off-street parking and open space will be required around each residential structure.

Neighborhood shopping facilities including a limited number of professional offices.

Supporting public and semi-public facilities such as schools, playgrounds, cemeteries, hospitals, and churches.

#### D. Industrial

The City recognizes that industry makes up a substantial portion of its economic base, and that future growth is dependent on new job opportunities. While new industry is needed, it is now recognized that most nuisances commonly associated with industry can be eliminated. Only industries which can meet high performance standards will be permitted in the Central Areas.

The following industrial and supporting uses will be permitted.

Non-obnoxious industries such as printing, electronics, and apparel, which will not result in noise, smoke, odors, glare or other nuisances; and will minimize the amount of traffic congestion.

Storage and wholesale activities, provided with adequate off-street loading and parking facilities.

Uses accessory to industry such as offices for the management and operation of industry, branch banks, and eating establishments.

#### E. Industrial (Planned District)

Permitted uses in the planned industrial districts are essentially similar to those permitted in other industrial areas in the Central Area. However, even higher standards in the form of set backs, architectural control, and traffic control, will be established.

The magnitude of the proposed planned industrial district results in some uncertainty as to the timing of the development; the need for, and the means of buffering this use; and indeed whether there will be a demand for such a large amount of light industrial space in the near future. Consequently, the possibility of designing a portion of the area for residential use is not ruled out. The possible residential development would be located between the core of the industrial area and the housing area to the west, where residential rehabilitation is currently underway.

#### F. Institutional Uses

A number of sites in the Central Areas are designated institutional, and will provide for the expansion of several institutions of higher learning, and a variety of other public and semi-public uses. The following uses are permitted:

Public and semi-public institutional uses such as educational institutions, museums, libraries, and hospitals.

Dormitories and other residential accommodations related to such institutional uses.

#### G. Public Open Land

Only one new public park is proposed for dedication in the south-

western section of this Central Area. In addition, there may be some expansions of existing parks as a result of street improvements and street closings. The ratio of park area to population will be far below generally accepted standards, however, a ratio based only on the area in public parks would be misleading. Most of the open space needs will be met through requirements established within specific renewal areas and will be private rather than public open space.

#### VI. Summary of Proposed Future Land Uses

The following table summarizes the proposed land use pattern for the Central Area. The outstanding difference between the existing and proposed land use pattern is that the latter represents a much more efficient use of land as a result of street elimination. The area devoted to streets will be almost cut in half. This will permit a substantial expansion of both the residential and industrial areas, and a slight increase in the commercial areas.

TABLE II

PROPOSED LAND USE		CENTRAL AREA
USE		Proposed Acres (approximate)
Streets and Highways		565
Residential		890 *
Commercial		260
Intensive Business	(240)	
Secondary Commercial	(20)	
Industrial		450
Industrial Service	(260)	
Planned District	(190)	
Public and Semi-public		95*
Institutional	(95)	
Gross Area		2260

\* Park areas and accessory commercial uses are included in the residential total.

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Newark Central  
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